DESPERATE TIMES CALL
FOR DESPERATE MEASURES

STEAL THIS IDEA

THE STATE AND LOCAL
GOVERNMENT EDITION

CENTER FOR DIGITAL GOVERNMENT

Cathilea Robinett | Executive Vice President

CENTER FOR DIGITAL GOVERNMENT

Most Wanted

OUR (ANTI) HERO ...

"HUNTER"

- ✓ Fulton County, GA
- ✓ Fairfax County, VA
- ✓ Chattanooga, TN 3-1-1
- ✓ Houston, TX 3-1-1
- ✓ Danbury, CT 3-1-1

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Most Wanted

- ✓ New York City Housing Authority Call Center
- ✓ City of Garland, TX Automated Public Works Citizen Callback
- ✓ Texas Legislature Online
- ✓ San Diego Reverse 9-1-1
- ✓ Online Classification Support System
- ✓ Roseville, CA Integrated Project and Portfolio Management
- ✓ NYS Family Services Commissioners' Dashboard
- ✓ CA Master Address Repository
- ✓ Hawaii Electronic Death Registration System
- ✓ California Agile Payment
- ✓ California Retire & Return
- ✓ Genesee Co., Michigan Urban Land Reform Initiative
- ✓ California EZREG
- ✓ New York Economic Development Portal
- ✓ Utah State Construction Registry
- ✓ Virginia Mines WaterTrans
- ✓ Rhode Island Wine, Beer and Spirits Certificate of Compliance
- ✓ Oakland County, MI Mobile Services
- ✓ City of Ripon, CA MESH Network

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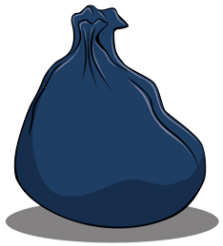
Most Wanted

Agenda

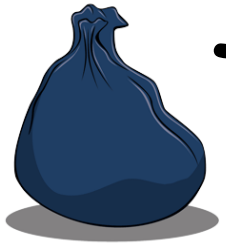
Things we should have stolen.

Self Service at the Front End; Discipline at the Back End



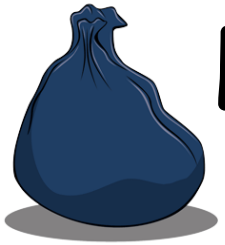
Things we should be stealing.

Acting More Like the People Government Services



Things we could steal next.

What and how government will work



How to steal well.

“We have no money so we must think”

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Should Have Stolen

I. Amazon.gov
II. Alphabet Soup
III. Assurance

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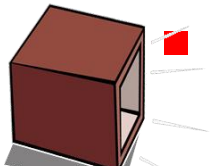
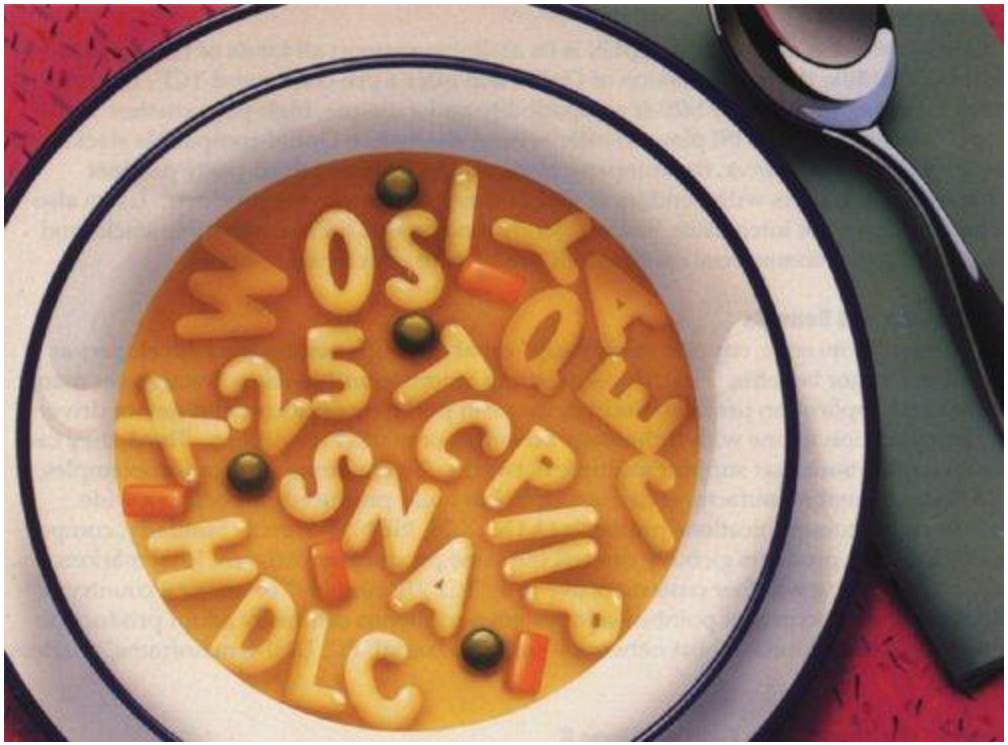
Amazon



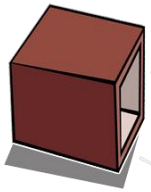
Approachable, Findable and Actionable

Alphabet Soup



IT Governance

- EA
- SOA
- ITIL
- COBIT
- ISO (Pick a Number)
- PMOs
- Acronym of your governance body



- Choose your recipe – <u>make</u> soup.

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Assurance

USA TODAY

Home | News | Travel | Money | Sports | Life

Technology | Products | Science & Space | Gaming | Wi-Fi Center

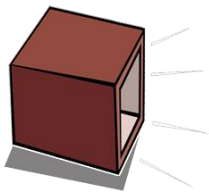
Five arrested in Spain for hacking government sites

Posted 2h 36m ago | Comments 1 | Recommend | E-mail |

By Daniel Woolls, Associated Press

MADRID, Spain — Spanish police have arrested five young computer hackers who allegedly disabled Internet pages run by government agencies in the U.S., Latin America and Asia, authorities said Saturday.

The National Police described the suspects as belonging to one of the most active hacker groups on the Internet and said two of the suspects are only 16 years old. The others are 19 or 20.



✓ Find a Friend; Don't Go It Alone

Should be Stealing

I. The Long View
II. Taking Help
III. Daring Do!

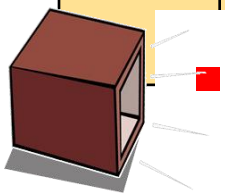
Priorities Change

NASCIO Billboard.com-style Charts

2009	2008	2007	NASCIO Priorities
1	1	2	Consolidation
2	6	3	Shared Services
3	--	--	**Budget and Cost Control**
4	2	1	Information Security
5	--	--	ERP Strategy
6	--	--	Green IT
7	--	--	Transparency

Seeing Around Corners

	Priority Technologies (NASCIO)	Strategic Technologies (Gartner)
1	Virtualization	Green IT
2	Server Virtualization	Unified Communications
3	Security Enhancement Tools	Business Process Modeling
4	Geographic Information Systems	Metadata Management
5	Legacy Modernization (ERP)	Virtualization 2.0
6	Identity & Access Management	Mashup & Composite Apps
7	Networking, Voice & Data	Web Platform/ SaaS
8	Document/ Content Management	Computing Fabric
9	Wireless, remote & fixed	Real World Web
10	Service Oriented Applications/	Social Software



- Legacy still heart of the matter but there are new renewal options

Is Green Sustainable?

New Data Centers
(WA, MI)

Smart Building Technology and LEED
U.S. Green Building Council's Leadership in Energy and Environmental Design
(NY, CA, WA)

CASING THE JOINT...

Climate Protection Agreement
(700 US City Mayors)
Climate Action Plan
(29 States)

PCs, laptops and servers
www.climatesaverscomputing.org
Data centers
www.thegreengrid.org
Carbon footprint disclosure
www.cdproject.net.
Earth friendly disposal
www.step-iniative.org
UN E-waste Problem (StEP)

Energy Efficiencies
www.EnergyStar.gov.

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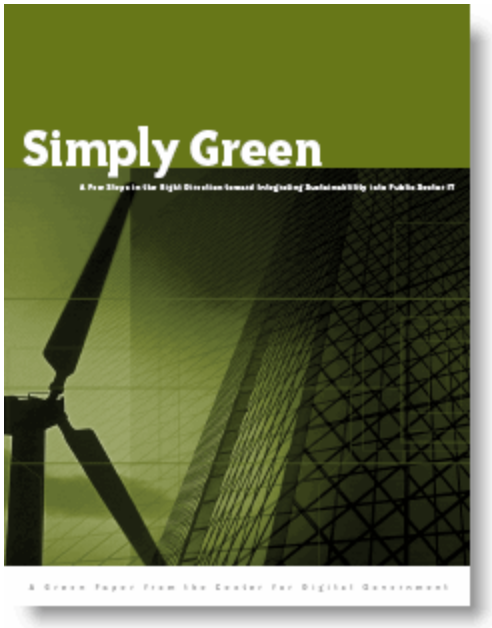
Green is the new Green



Telework
Energy Savings and Employee Retention
Online Self Service
Move the interaction from atoms to bits
Greenest is …
… the data center or office building not built

A Green Hue from Consolidation and Virtualization

Commonwealth of Virginia

- Replaced 60,000 PCs and laptops with Energy Star-rated machines
- Energy consumption reduced by 32 percent
- Hard dollar savings estimated at $12 million each year

State of New York DMV

- 277 servers have been virtualized across 11 physical machines
- Realized more than 25:1 savings in server acquisition, power, AC, UPS, floor space, security, support and maintenance costs

City of New York

- Virtualization has raised server utilization rates from 10% to 60%
- Capacity increased by the equivalent of 400 servers
- Avoided the need for implementing an additional 350 servers
- Cost avoidance estimated at $7.9 Million

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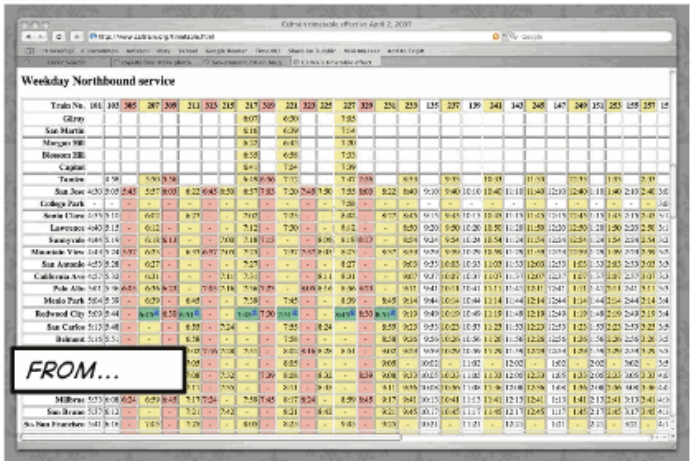
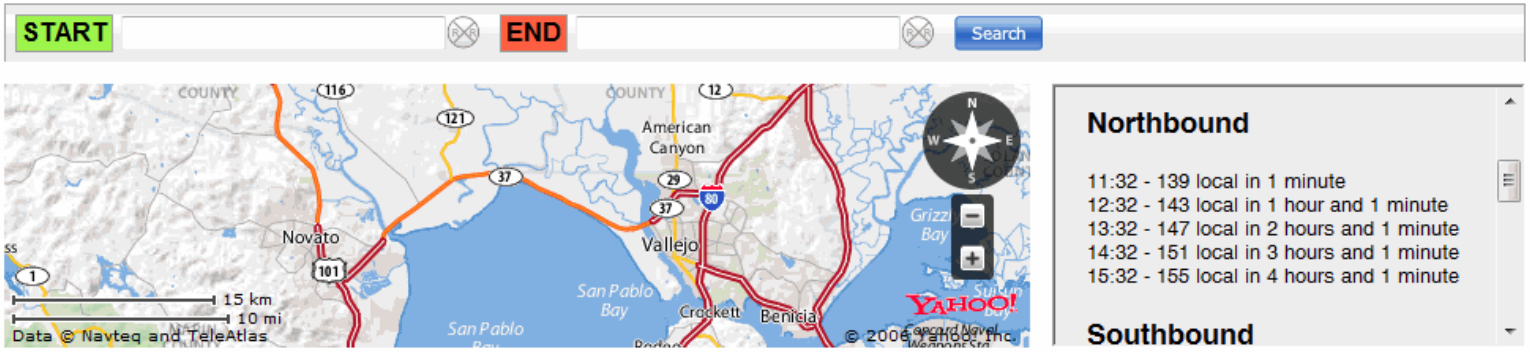
24 Hour Make Over

Caltrain http://www.caltrain.org



IamCaltrain BETA

http://iamcaltrain.com



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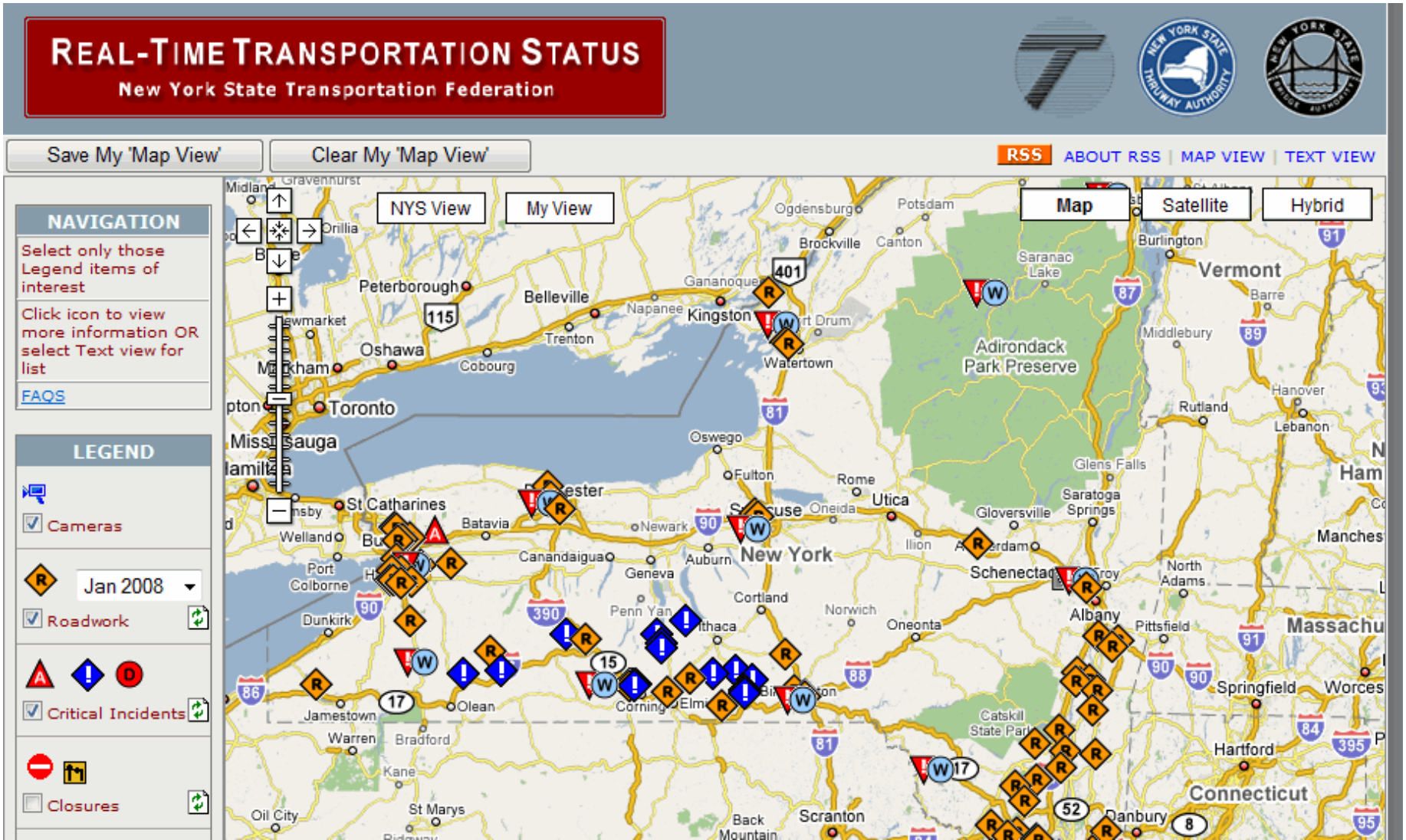
Real-Time Map Over



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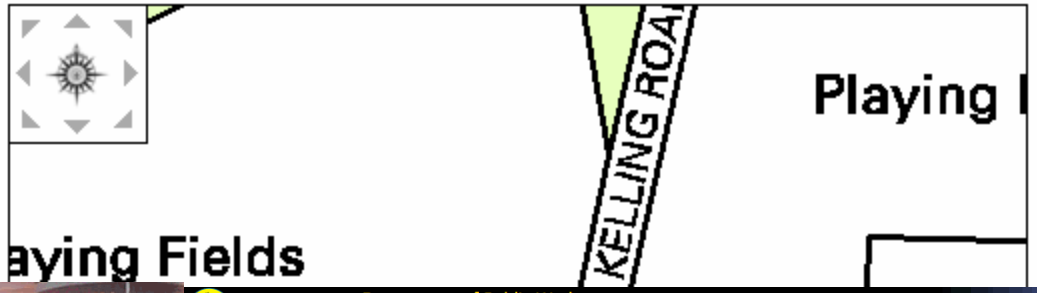
Web 2.0 Pothole Repair

FixMyStreet Beta

Report a problem | All reports | Local alerts NEW | Help | Contact

Eroded Wall
Woodfield Road

Reported by PC9066 Richard Childs at 18:04, Sun 23 December 2007
Sent to North Norfolk District Council and Norfolk



City of SANTA CLARITA

HOME | CITY HALL | CITY SERVICES | COMMUNITY | LEISURE | I Want To... | GO | Search... | FIND

eGraffiti — City of Santa Clarita Graffiti Tracking & Reporting System

LEAGUE OF CALIFORNIA CITIES — 2007 HELEN PUTNAM AWARD FOR EXCELLENCE GRAND PRIZE WINNER

WEB BASED TRACKING AND REPORTING

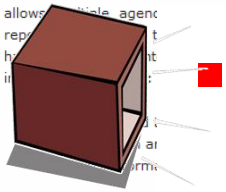
Santa Clarita's Graffiti Tracking System is a centralized, web-based application that allows

County of Los Angeles Department of Public Works — Enriching Lives! LACounty.gov

Home | Customers | Resources | About DPW — Search | Go

Graffiti Reporting

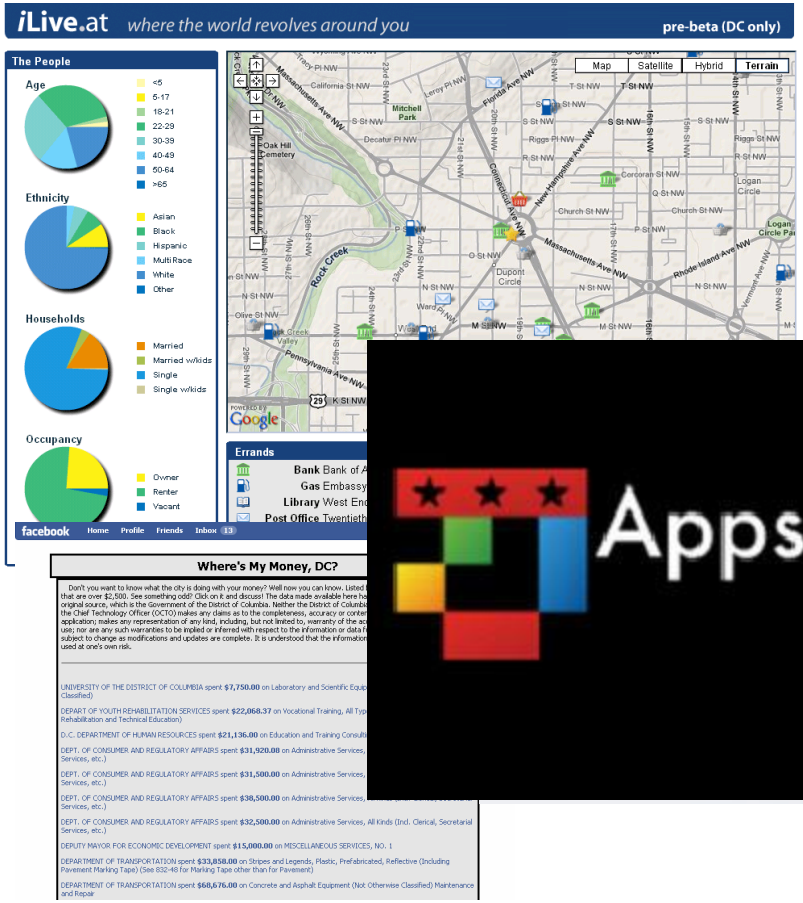
Name:
Telephone Number:
Email Address: (optional; for notification of clean up)
Photo Upload: Browse...
(if you would like to upload photos of the graffiti; jpg only)
Address of Graffiti:*
(use "@" for intersection) eg "100 Main St" or "1st @ Main" If graffiti is not at an address or intersection, please give the location nearest the graffiti.
Graffiti Marked On:*
- Property (eg: house, wall, bus bench, pole, driveway, sidewalk)
- Traffic Sign
- Road/Pavement
- Flood Control (eg: Flood channel. wash. stormdrain)



- Help and inspiration comes from the 'darndest' places.

Data Comes to Life

Apps for Democracy
An Innovation Contest



- ✓260 data feeds in DC library
- ✓47 apps in 30 days
- ✓$20,000 in prize money

iLive.at - Doing errands in DC will never be the same.
DC Historic Tours -- A walking tour planner, powered by a Google Maps-Flikr-Wikipedia mashup, minimizes steps and maximizes experience
Park It DC -- fighting the constant circling, the unnecessary meter plu[illegible]ng a parkin[illegible]

ool Mashup
he 3,320 votes
ther 13
is closest

r our Web 2.0 times,
ole through an editable,
Washington, D.C. public
data.

percent.

Apps for Democracy
Community Edition
Social Citizen Sunday
- Collectiung community insights in May
- Building another round of Apps in June

Another $35,000 in prize money

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Live Response Monitoring

Lancaster County-Wide Communications

SEARCH

Go

Home
Contact Us

FOR THE PUBLIC
About 9-1-1
News
Annual Reports
Radio System
FieldComm 91
Live Incident Status

FOR SERVICE MEMBERS
Fire & EMS Services
Law Enforcement
Form Library
WebCAD

Login

Lancaster County Government

DGAA
Digital Government Achievement Award
2007 WINNER

Back | Printable Version | View as Text-Only

Live Incident Status

Mobile Version | RSS

Lancaster County Fire & EMS Status As of 26 Sep 2007 08:44:03

Incident No. Time Received	Incident Type	Location	Units Assigned
0709040416 26 Sep 2007 08:38:14	MEDICAL EMERGENCY	LANCASTER CITY CIRCLE AVE / CIRCLE AVE	MEDIC-6-12-1(M)
0709040412 26 Sep 2007 08:36:44	ALARM BELLS	MA LEW DR	
0709040409 26 Sep 2007 08:33:27	AUTO ALARM INDUSTRIAL	MA W A DR	
0709040404 26 Sep 2007 08:27:29	ROUTINE TRANSPORT	MIL E C AVE	
0709040403 26 Sep 2007 08:26:59	MEDICAL EMERGENCY	RAF RIF WA	

Martin County, Florida

Your Government & Community Online Resource

Home | Residents | Visitors | Business | Government | News | eServices | Kids/Teens | Contact | Events

Martin County Emergency Services "FIRE/RESCUE SCANNER"

Page will Automatically Refresh

Last update 9/26/2007 08:46:15

Incident Number	Unit	Status		Location		Call Type	
282022	E30	AR		SE COVE RD / SE MANATEE COVE RD		29	MOTOR VEHICLE ACCIDENT
	R30	ER					
282023	E32	DP	SE	BRIDGE	RD	71	VEHICLE FIRE
	R32	DP					

Unit Status Code Explanation

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The Mobility Factor

Associated Press

Go to Google News

3 in 10 get all or most calls on cell phones

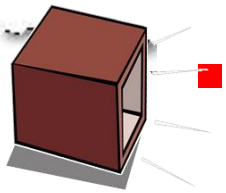
By ALAN FRAM – 3 days ago

WASHINGTON (AP) — For nearly three in 10 households, don't even bother trying to call them on a landline phone. They either only have a cell phone or seldom if ever take calls on their traditional phone.

The federal figures, released Wednesday, showed that reliance on cells is continuing to rise at the expense of wired telephones. In the second half of last year, 16 percent of households only had cell phones, while 13 percent also had landlines but got all or nearly all their calls on their cells.

The number of wireless-only households grew by 2 percent since the first half of last year. Underscoring the rapid growth, in early 2004 just 5 percent had only cell phones.

Households with cell phones who rarely if ever use their landlines grew by 1 percent since



- It is not about place as much as people.

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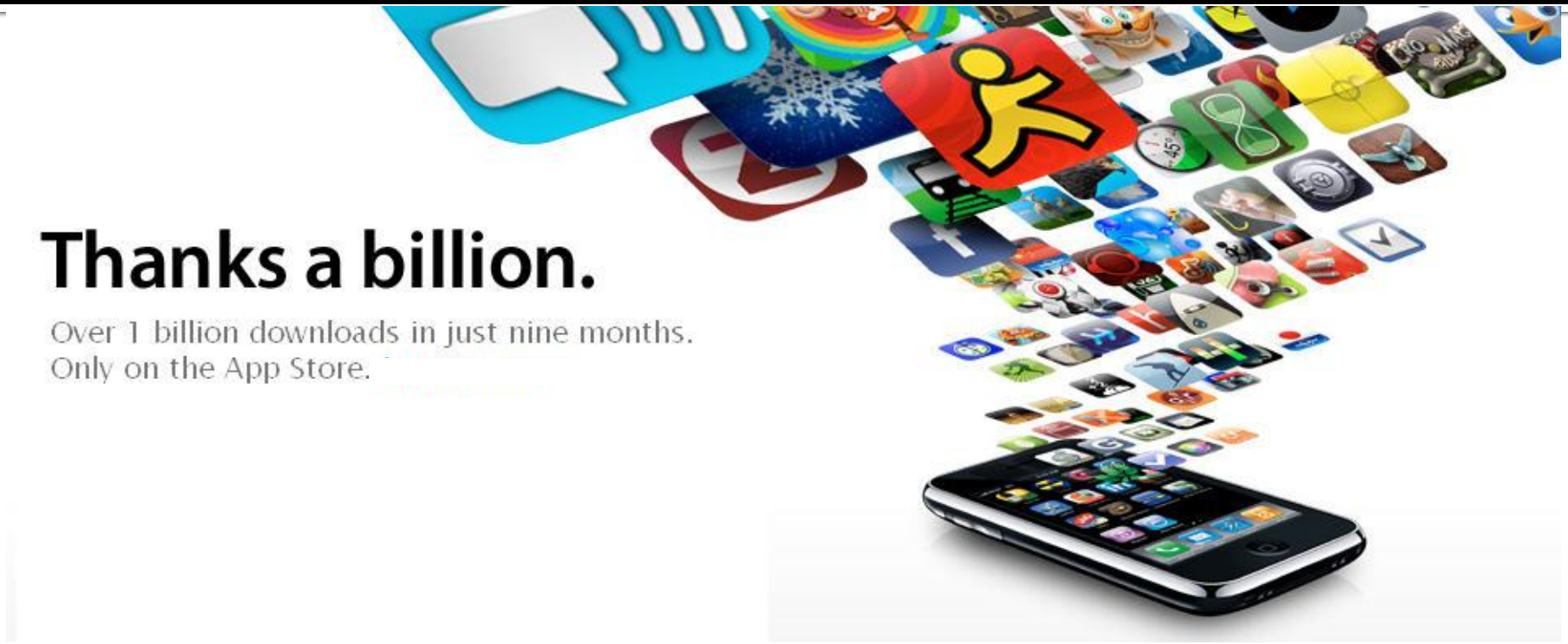
Not all Ideas …

DATELINE: LONDON

1 in 18 Texters injured while walking

Source: ITN/ MSNBC, March 5, 2008

And then came the iPhone



30 Million iPhone users are hard to ignore.

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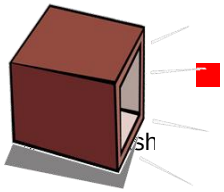
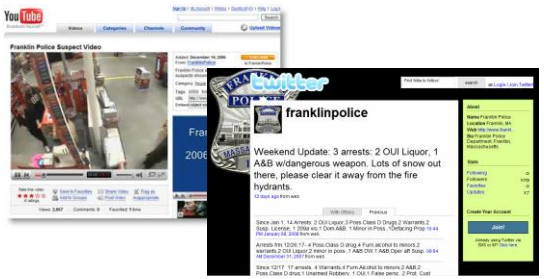
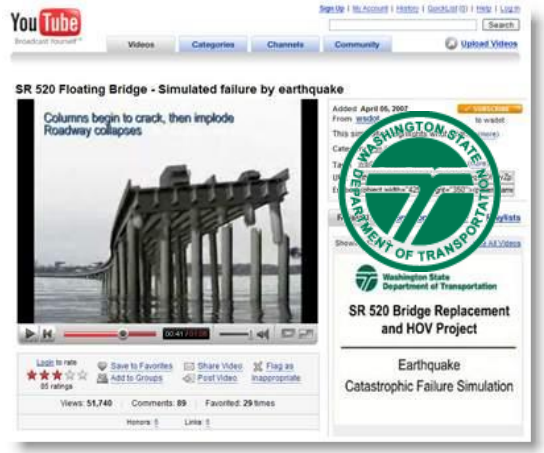
Design Matters



- You can learn a little something at Hard Rock Café: "Serve All."

YouTubing Government





CASING THE JOINT...

Driver Education
(California DMV)

Police Investigation
(Franklin, MA PD on YouTube and Twitter)

Public Policy
(Washington DOT)

Public Service/ Servants

Tara "Miss Rogue" Hunt
Founder
Citizen Agency, LLC

Dilbert is Dead.

Miss Rogue's Prescription for a Creative Work Environment

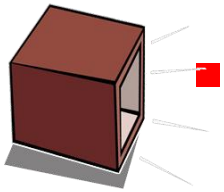
Room for personalization -- *"to feel at home"*

[Cut the tethers] - *"don't lock them in the office"*

Healthy snacks and drinks - *"brain food"*

Out in the open meeting spaces - *"there are no secrets here"*

Creation of personal connection - *"team*



- Change behaviors to change culture … and bring snacks!

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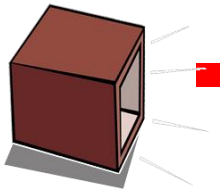
Public Service/ Servants



- Make public service appear "bright and crisp" … in this life and the next.

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Could Steal Next

I. Platform
II. Platform
III. Platform

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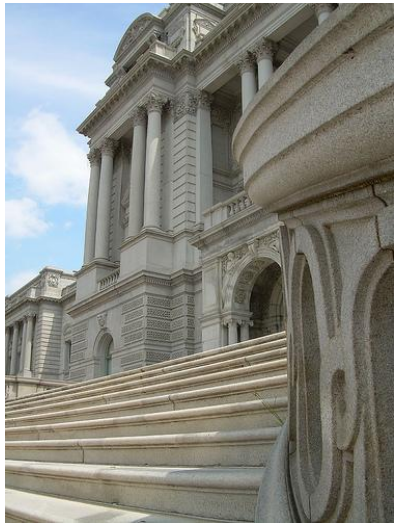
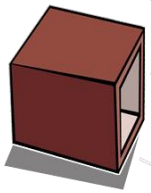
A Flickr in *The Commons*

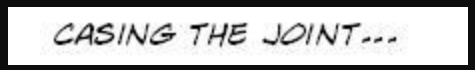


- To share photographs from the Library's collections with people who enjoy images but might not visit the Library's own Web site.
- To gain a better understanding of how social tagging and community input could benefit both the Library and users of the collections.
- To gain experience participating in Web communities that are interested i



- Take advantage of folksonomies.
- Begin to rethink the platform mix…

Collaborative Platforms



- ✓ Cities of King County WA eCityGov.net
- ✓ North Central Texas Council of Governments iCommunities
- ✓ New York Digital Towpath
- ✓ Service New Brunswick

- ✓ Microsoft component-based Citizen Service Platform

- ✓ YouTube
- ✓ Google Maps
- ✓ Flickr
- ✓ twitter
- ✓ Social Networking (Facebook, myspace, Ning, Nexo, Twango)

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Your Next Platform?

A "platform" is a system that can be programmed and therefore customized by outside developers – users – and in that way, adapted to countless needs and niches that the platform's original developers could not have possibly contemplated, much less had time to accommodate.

- Marc Andreessen

Infrastructure
Reengineer it

Interface
Rethink it

Worldwide Computer
Harness it

SaaS

E-mail
Office Tools
CRM ERP
Eligibility
and (almost) everything else

Assistance Wizards

CASING THE JOINT...

Pennsylvania COMPASS

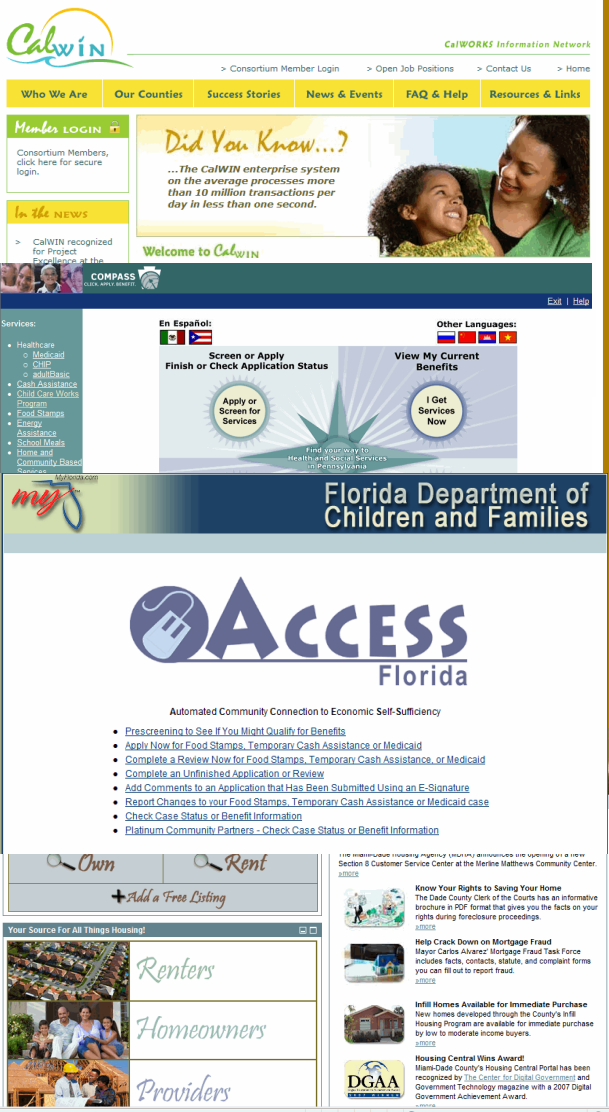
California CalWIN welfare client data system

ACCESS Florida (Automated Community Connection to Economic Self Sufficiency)

San Diego County Agency-wide e-referral system

Miami-Dade Housing Central

Minnesota Developmental Disabilities Leadership Training



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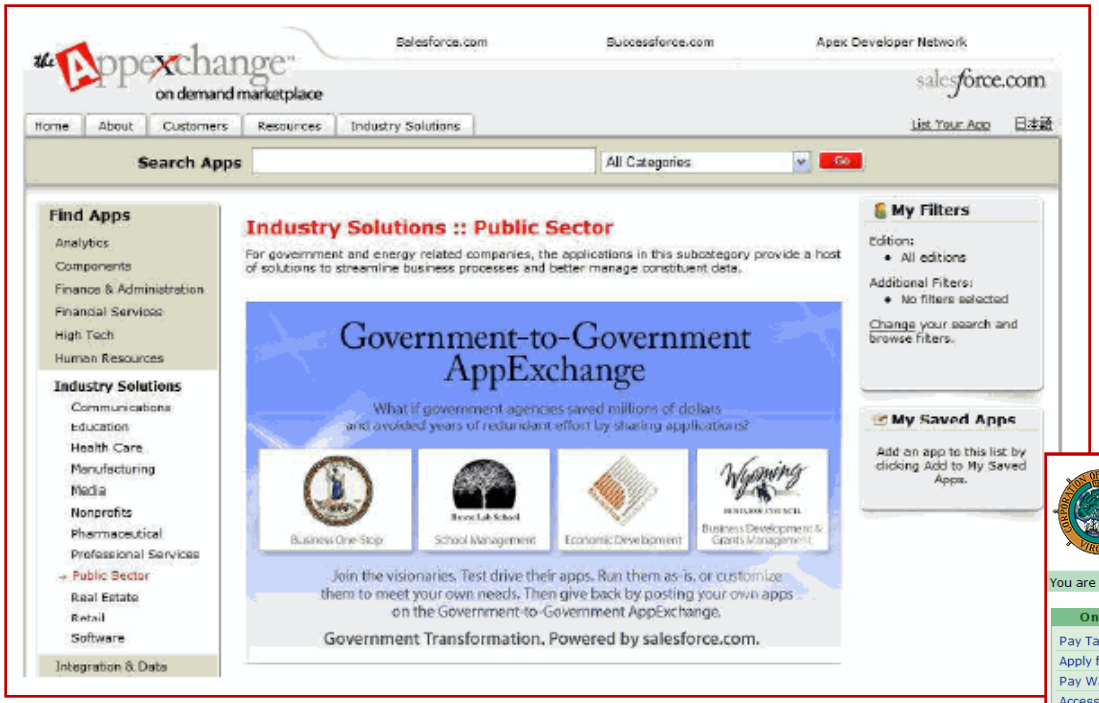
Collaborative Platforms



Salesforce.com G2G AppExchange – VA, TX, WY

Newport News Open eGov

Platforms and Possibilities

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Stealing Well

I. Paying for IT
II. Thinking Different
III. Leading in Place

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Missing Money

States face record budget shortfalls.

2011 looks worse!

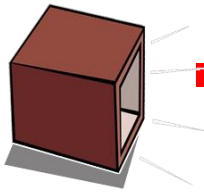
CASING THE JOINT...

Option	Installed Base
Legislative Appropriations	28
Cost Recovery (Rate Base Revolving Fund)	26
Technology Investment Fund	9
Benefits Based Funding (Gain Share)	14
Self Funded (User Fees)	34
Bonds	12
Leasing	24

Modernization Money

PRESUME ON EXISTING AUTHORITY …

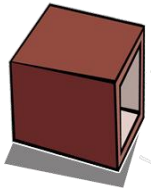
- Share Platforms and Services
- Be Somebody's Venture Capitalist
- Use Somebody Else's Money
- Buy Like Costco, Operate Like Southwest
- Run Cheap, Turn Green



- Going off budget is out of the box but within the law…

CENTER FOR DIGITAL GOVERNMENT

Top 5 Nuggets for Leading in Place



3

Be Clear on Intent

- ✓ *Know the specifics of "As Is" vs. "To Be"*
- ✓ *How much, long, difficult? & what difference?*
- ✓ *Understand how things will be better when you are done (and how it fits with priorities)*

4

Think about the *next* Platform

- ✓ *Standardize, standardize, standardize*
- ✓ *Cost, management, security, performance*

5

Steal Liberally

- ✓*You're organization is not that special*
- ✓*Somebody else has probably already done it*

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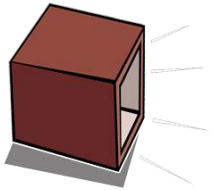

1 Play your own position

- ✓ *Be credible across, up and outside the org*
- ✓ *Staff will not be braver than you are*

2 Seize the Disruptive Moment

- ✓ *Focus on the breakthrough, not the incremental improvement*
- ✓ *Use technology to change the rules, cost structure, and the way the public's business gets done*

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Hunter is blogging at ...

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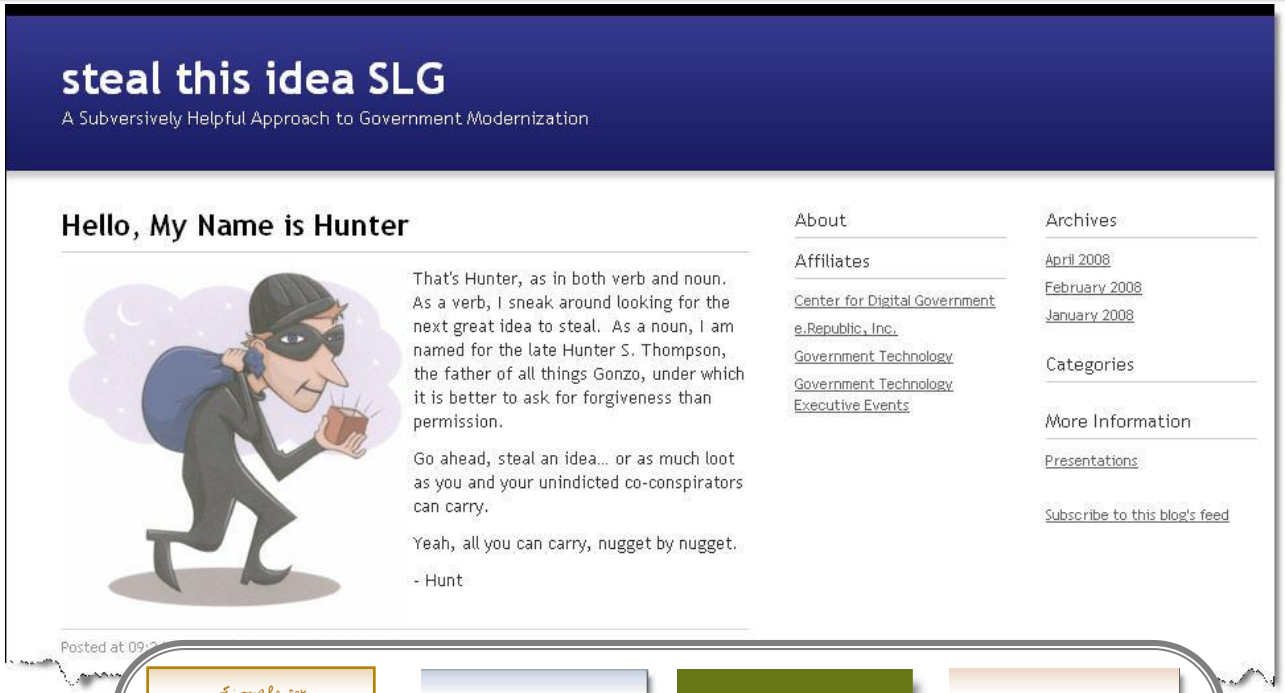
Whitepaper downloads:
www.centerdigitalgov.com
(Registration required)

Presentation downloads:
www.govtech.com/events
(A week to 10 days)



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